

Shopper Stopper

PUBLISHING AND COMMUNICATIONS

December 12, 1996

DEC 16 1996

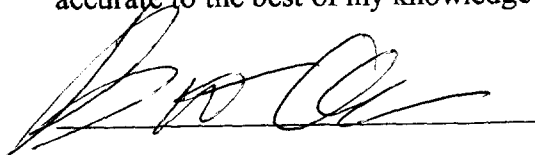
The Secretary
Federal Communications Commission
1919 M. Street, N.W.
Washington DC 20554

Re: Petition for Rule Making to Amend 73202(b)
New FM Assignment at Mazomanie, WI

Dear Secretary:

Transmitted herewith please find an original and four (4) copies of a Petition for Rule Making by Shopper Stopper, Ltd. to assign FM Channel 257A to Mazomanie, Wisconsin, as that community's first local broadcast service. We affirm that we intend to apply for a construction permit for a new FM station to operate on this channel, if it is assigned, and, if authorized, to promptly build the facility. If we receive such authorization, we will reimburse Station WDMP-FM for reasonable and prudent expenses associated with that station moving from Channel 257A to Channel 294A, as it is proposed herein.

I hereby declare under penalty of perjury that the statements contained herein are true and accurate to the best of my knowledge and belief.



Bart Olson
Principal

Subscribed and sworn to before me this 12 day of December, 1996.

Charlotte Buelow

Charlotte Buelow
Notary Public
Sauk County
My Commission expires on 8/6/2000.

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ENGINEERING REPORT

**A PETITION FOR RULE MAKING
TO AMEND THE FM TABLE OF ALLOTMENTS**

**TO ASSIGN FM CHANNEL 257A
TO MAZOMANIE, WISCONSIN**

SHOPPER STOPPER, LTD.

DECEMBER 1996

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ENGINEERING STATEMENT

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This Engineering Statement and the attached figures have been prepared by B. Benjamin Evans, P.E. of Evans Associates, Consulting Communications Engineers in Thiensville, Wisconsin. This exhibit supports a petition by Shopper Stopper, Limited, requesting modification of the Table of FM Allotments to specify FM Channel 257A at Mazomanie, Wisconsin.

Evans Associates has been retained by Shopper Stopper, Limited ("petitioner") to prepare the engineering portion of a petition for rule making to assign FM Channel 257A to Mazomanie, Wisconsin. This drop-in is made possible by the substitution of Channel 294A for Channel 257A in Dodgeville, Wisconsin. Channel 257A in Dodgeville is presently assigned to station WDMP-FM. Therefore, it is also proposed herein to modify WDMP-FM's license to specify Channel 294A.

The village of Mazomanie is located in Dane County in southcentral Wisconsin. The population of Mazomanie in 1990 was 1,377 persons. The population of Dane County in 1990 was 367,085 persons. The instant FM channel, if assigned, would provide the village of Mazomanie with its first local broadcast service.

As a result of a frequency search conducted by the petitioner, it has been determined that Channel 257A may be assigned to Mazomanie, Wisconsin, provided that WDMP-FM in Dodgeville, Wisconsin is moved from Channel 257A to Channel 294A. Therefore, it is proposed that Section 73.202(b) of the FCC Rules and Regulations be amended in the following manner:

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Mazomanie, Wisconsin	--	257A
Dodgeville, Wisconsin	257A	294A

It is the petitioner's intention to apply for a construction permit to operate on the FM channel proposed herein, if it is assigned. If the petitioner is the successful permittee of Channel 257A in Mazomanie, it will reimburse WDMP-FM for all reasonable and prudent expenses associated with the move to Channel 294A.



Engineering Statement - Page 2
Mazomanie, Wisconsin

The reference point coordinates of Mazomanie are:

N. 43°-10'-26"; W. 89°-47'-33"

The assignment of Channel 257A to Mazomanie will meet all minimum distance separation requirements under the FCC Rules if the transmitter site is located at least 2.3 kilometers east-southeast of the center of Mazomanie.

The transmitter site coordinates assumed for the purposes of this petition for rule making are:

N. 43°-09'-51"; W. 89°-46'-05"

From this location, compliance with the community of license coverage requirement (3.16 mV/m contour) would be assured, even at modest Class A transmitting facilities.

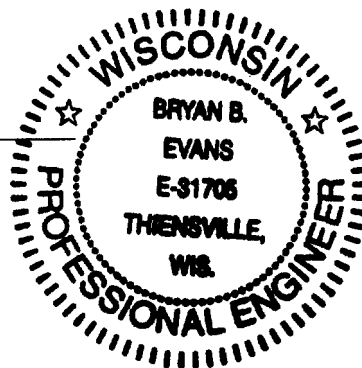
Station WDMP-FM, on Channel 257A, is short-spaced to station KDST, Channel 257A in Dyersville, Iowa, by 11 kilometers. On Channel 294A, WDMP-FM would be able to double its power at its current antenna location and height in accordance with the FCC rules permitting maximum facilities of 6 KW ERP and 100 meters antenna HAAT, or the equivalent, for Class A stations. Thus, this proposal would have an additional public interest benefit, since it would enable WDMP-FM to upgrade its transmitting facilities.

In view of the above, it is believed that the assignment of Channel 257A to Mazomanie, Wisconsin would be in the public interest.

The foregoing statement and the attached figures are true and accurate to the best of my knowledge and belief.

B. Benjamin Evans, P.E.

December 11, 1996





Engineering Statement - Page 3
Mazomanie, Wisconsin

ATTACHED FIGURES:

Figure 1 - - - - - Minimum Distance Spacings Study - Channel 257A, Mazomanie, WI
Figure 2 - - - - - Minimum Distance Spacings Study - Channel 294A, Dodgeville, WI

Evans Associates
210 S. Main Street
Thiensville, WI 53092
FM FREQUENCY ALLOCATION STUDY

Channel: 257A (99.3 MHz) 6 KW ERP
Coordinates: 43 - 9 - 51 89 - 46 - 5 100 M HAAT
Job Title: SHOPPER STOPPER - MAZOMANIE WI ± indicates 73.215 Facility
Cl.A Spacing: 73.207

CALL	± CITY	CH/CL-ZN	ERP-kw	HAAT-m	DA	LATITUDE	BEAR-to	DIST-km	REQ
STATUS	STATE	FCC#	APPLICANT/LICENSEE	LONGITUDE	-from-°T	CLEAR-km	-km		
WERN	Madison	204B	12.5	168		43 3 21	122.4°	22.5	14.5
LIC	WI	BLED960530KD	State of Wi Educ Com	89 32 6		302.6°	+8.0		
WERN	Madison	204B	20.5	385	DA	43 3 21	122.4°	22.5	14.5
LIC	WI	BLED951026KA	State of Wi Educ Com	89 32 6		302.6°	+8.0		
WVCX	Tomah	255C	100.	302		43 51 13	324.3°	94.8	94.5
LIC	WI	BLH880129KE	VCY/America, Inc.	90 27 28		143.8°	+0.2		
WMYX	Milwaukee	256B	50.	137		42 56 44	99.4°	141.2	112.5
LIC	WI	BMLH860225KC	Heritage-Wisconsin B	88 3 39		280.5°	+28.7		
WPKR	± Omro	258C2	50.0	128		43 50 51	43.7°	105.7	105.5
LIC	WI	BMLH910821KI	Midwest Dimensions,	88 51 31		224.3°	+0.2		
WJVL	Janesville	260B1	11.0	153		42 43 47	134.6°	68.7	47.5
LIC	WI	BLH891018KB	Southern Wisconsin R	89 10 10		315.0°	+21.2		

>> *** CHANNEL SUITABLE FOR ASSIGNMENT *** <<

Evans Associates
210 S. Main Street
Thiensville, WI 53092
FM FREQUENCY ALLOCATION STUDY

Channel: 294A (106.7 MHz) 3.1 KW ERP
Coordinates: 42 - 55 - 10 90 - 8 - 6 140 M HAAT
Job Title: WDMP - DODGEVILLE WI ± indicates 73.215 Facility

CALL	± CITY	CH/CL-ZN	ERP-kw	HAAT-m	DA	LATITUDE	BEAR-to	DIST-km	REQ
STATUS	STATE	FCC#	APPLICANT/LICENSEE	LONGITUDE	-from-°T	CLEAR-km	-km		
KIYX CP	Sageville IA	291A BPH950727MA	4.40	117		42 38 8 90 36 39	231.1° 50.7°	50.1 +19.6	30.5
WWQMFM LIC	Middleton WI	292A BMLH900227KB	4.5	116		43 3 1 89 29 15	74.3° 254.8°	54.8 +24.3	30.5
WWQMFM CP	Middleton WI	292A BPH930618II	4.5	114		43 3 3 89 29 13	74.3° 254.7°	54.8 +24.3	30.5
KCRQ LIC	Davenport IA	293C1 BLH6481	60.	64		41 32 14 90 34 30	193.4° 13.1°	157.8 +25.3	132.5
KCRQ CP M	Davenport IA	293C1 BMPH951113IB	100.	299		41 37 58 90 24 38	189.1° 8.9°	144.7 +12.2	132.5
WYLL LIC	Des Plaines IL	294B BLH7489	50.	91		42 8 10 87 58 55	115.5° 297.0°	197.1 +19.6	177.5
WNNOFM LIC	Wisconsin Dells WI	295A BMLH921230KE	3.1	98		43 38 23 89 43 14	22.6° 202.9°	86.8 +15.3	71.5
WPVLFM LIC	Platteville WI	296A BMLH900820KI	3.8	72		42 44 45 90 28 27	235.2° 55.0°	33.8 +3.3	30.5
WSJY LIC	Fort Atkinson WI	297B BLH900817KC	26.0	206		42 48 2 89 3 16	98.2° 278.9°	89.3 +20.8	68.5

>> *** CHANNEL SUITABLE FOR ASSIGNMENT *** <<